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Attorney Docket No.: P-5701-US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: SMOLER, Yosef      Examiner: Not yet known  
Serial No.: Not yet known      Group Art Unit: Not yet known  
Filed: Herewith  
Title: SYSTEM AND METHOD FOR TARGETED MESSAGING

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**PRELIMINARY AMENDMENT**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Prior to Examination, kindly amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this Amendment.

**Remarks/Arguments** begin on page 3 of this paper.